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Recommendations Concerning Information
Activities Relating to MDAP

In view of recent events overseas, a greatly expanded Mutual Defense Assistance Program, and the recent establishment of a NATO information office, the need now exists for a new appraisal of public information policy and procedures concerning MDAP, and in particular, an immediate step-up of information activities relating MDAP to NAT and other foreign policy objectives.

The program now has greatly increased public acceptance in the United States, and to a lesser degree abroad, and recent action by Congress on the 1951 fiscal year supplemental MDA Program will expand MDAP into a gross 6 1/2 billion dollar program.

It thus assumes new importance to the Department of Defense, as the operating agency, to the Department of State and to the Chief Executive as a major arm of foreign policy, and to ECA because of the effect of such an expanded program upon the economies of the countries concerned.

The role that public information can perform in helping make the MDA Program more effective overseas was recently pointed up by Congress in the House Report No. 2538, of July 12, 1950, under the heading: "Morale and Increased Confidence:"

"The Mutual Defense Assistance Program was meant to provide more than weapons and materiel. In a world of fear and insecurity, increasing the confidence of the free world is a vital consideration. This can in many cases be a deterrent to aggression."

The basic objective of MDAP has not changed; namely, to assist the free peoples of the world in their collective efforts to resist direct and indirect aggression, including maintenance of internal security, so that economic recovery, political stability, and eventually international peace may become a reality.

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The basic

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The basic information policy guidance as outlined initially on January 3, 1950, in FACC D-12/5, pointed up the complexity of the problem, the relationship of MDAP to ERP and United States Foreign Policy, the relation of MDAP to NAT, and the treatment to be given MDAP information.

To carry out effectively an expanded information program (as strongly recommended by the EDECC and the FMACC Public Information Working Group), the FMACC directs action on the following points to supplement earlier FMACC public information policy papers:

1. Immediate steps should be taken to increase the information activities related to MDAP (both in the United States and abroad).

2. Immediate steps should also be taken to relate MDAP objectives more definitely and consistently to political and economic objectives, and in Western Europe particularly those involving NAT concepts. Close coordination of MDAP-NAT information must be maintained at the Washington level, to inform, guide, and serve the operating information offices abroad.

a. These activities must be designed to encourage popular support in MDAP countries of moves by their respective governments to reconstitute and recase their military institutions within NAT concepts (i.e. "balanced collective forces").

b. Also, to promote acceptance by the public of added financial burdens as the military program develops.

3. In stepping up the information program, it is necessary to stimulate, and be more insistent that various governments expand their information activities, particularly in respect to specific projects, propaganda themes, and techniques to exploit them--i.e. posters, graphics, all media outlets. (List of projects to be developed by media experts of State, ECA, Defense, and possibly a special committee of advertising experts).

4. An immediate,

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4. An immediate, mass-education campaign should be launched, using all available information facilities of the State Department, ECA, NATO, and of foreign governments emphasizing the theme of collective security and mutual defense, on a basis of teamwork rather than stressing purely national aspects of the program in each country.

5. Develop a long-range program to inform and keep informed Europe's community leaders, journalists and intellectuals, and through them the public. (This would include all phases of effective public relations, such as exchange trips to the United States and between MDAP-NAT countries.)

6. Assign immediately Information Specialists on MDAP-NAT matters to United States Embassies in several key capitals where urgently needed to insure adequate planning and implementation of MDAP-NAT information projects. In addition, all phases of the stepped-up information program relating to MDAP should be coordinated and stimulated at the Western European regional level.

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